



ASPEK DASAR INTERNET MARKETING

how significant is the Internet for marketing?

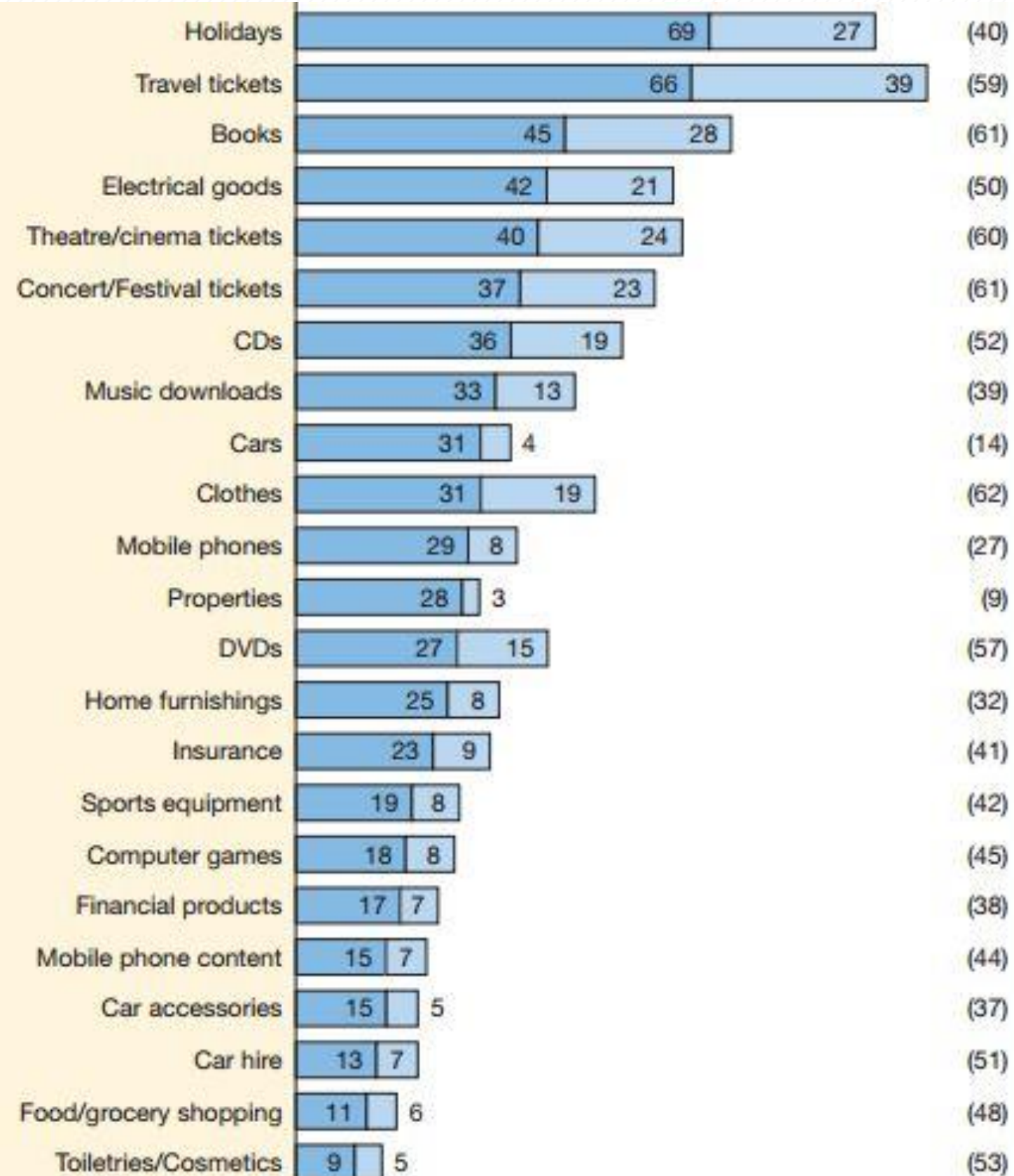


How significant is Internet marketing to businesses today? The answer as always, is 'it depends'. The relative importance of the Internet for marketing for an organisation still largely depends on the nature of its products and services and the buyer behaviour of its target audience. For companies such as easyJet (www.easyjet.com), the low-cost European airline, the Internet is very significant for marketing its products – the Internet is now a vital part of the **customer journey** as consumers select the best supplier and make their purchase.

Customer journey

A description of modern multi-channel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support.

Our changing buyer behaviour



What is Internet marketing?

What, then, is **Internet marketing**? Internet marketing can be simply defined as:

Achieving marketing objectives through applying digital technologies.

Internet marketing

The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.

E-marketing defined

The term 'Internet marketing' tends to refer to an external perspective of how the Internet can be used in conjunction with traditional media to acquire and deliver services to customers. An alternative term is **e-marketing** or electronic marketing (see for example McDonald and Wilson, 1999 and Smith and Chaffey, 2005) which can be considered to have a broader scope since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customer data and electronic customer relationship management systems (e-CRM systems).

The role of e-marketing in supporting marketing is suggested by applying the definition of marketing by the Chartered Institute of Marketing (www.cim.co.uk):

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Digital marketing defined

Digital marketing is yet another term similar to Internet marketing. We use it here, because it is a term increasingly used by specialist e-marketing agencies and the new media trade publications such as *New Media Age* (www.nma.co.uk) and *Revolution* (www.revolutionmagazine.com). The Institute of Direct Marketing (IDM) has also adopted the term to refer to its specialist professional qualifications.

To help explain the scope and approaches used for digital marketing the IDM has developed a more detailed explanation of digital marketing:

Digital marketing involves:

Applying these technologies which form online channels to market:

- *Web, e-mail, databases, plus mobile/wireless and digital TV.*

To achieve these objectives:

- *Support marketing activities aimed at achieving profitable acquisition and retention of customers ... within a multi-channel buying process and customer lifecycle.*

E-commerce and e-business defined

Electronic commerce (e-commerce)

All financial and informational electronically mediated exchanges between an organisation and its external stakeholders.

Customer insight

Knowledge about customers' needs, characteristics, preferences and behaviours based on analysis of qualitative and quantitative data. Specific insights can be used to inform marketing tactics directed at groups of customers with shared characteristics.

Electronic business (e-business)

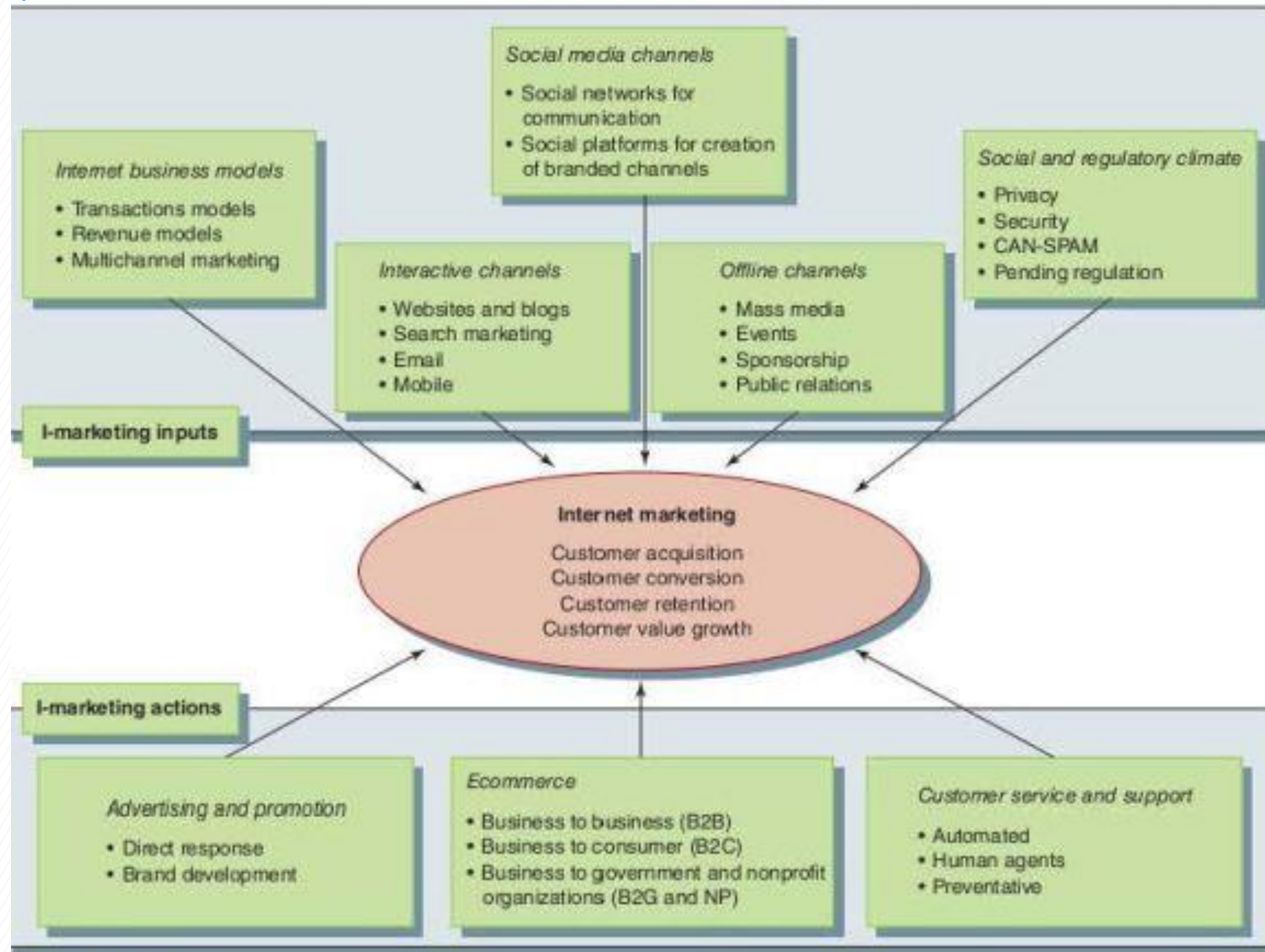
All electronically mediated information exchanges, both within an organisation and with external stakeholders, supporting the range of business processes.

**TABLE
1.2**

Top 20 Most Valuable Global Brands 2010, by Estimated Dollar Value

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14
2	IBM	86,383	30
3	Apple	83,153	32
4	Microsoft	76,344	0
5	Coca-Cola	67,983	1
6	McDonalds	66,005	-1
7	Marlboro	57,047	15
8	China Mobile	52,616	-14
9	GE	45,054	-25
10	Vodafone	44,404	-17
11	ICBC(Asia)	43,927	15
12	HP	39,717	48
13	Walmart	39,421	-4
14	BlackBerry	30,708	12
15	Amazon	27,459	29
16	UPS	26,492	-5
17	Tesco	25,741	12
18	Visa	24,883	52
19	Oracle	24,817	16
20	Verizon	24,675	39

The Internet Marketing Paradigm

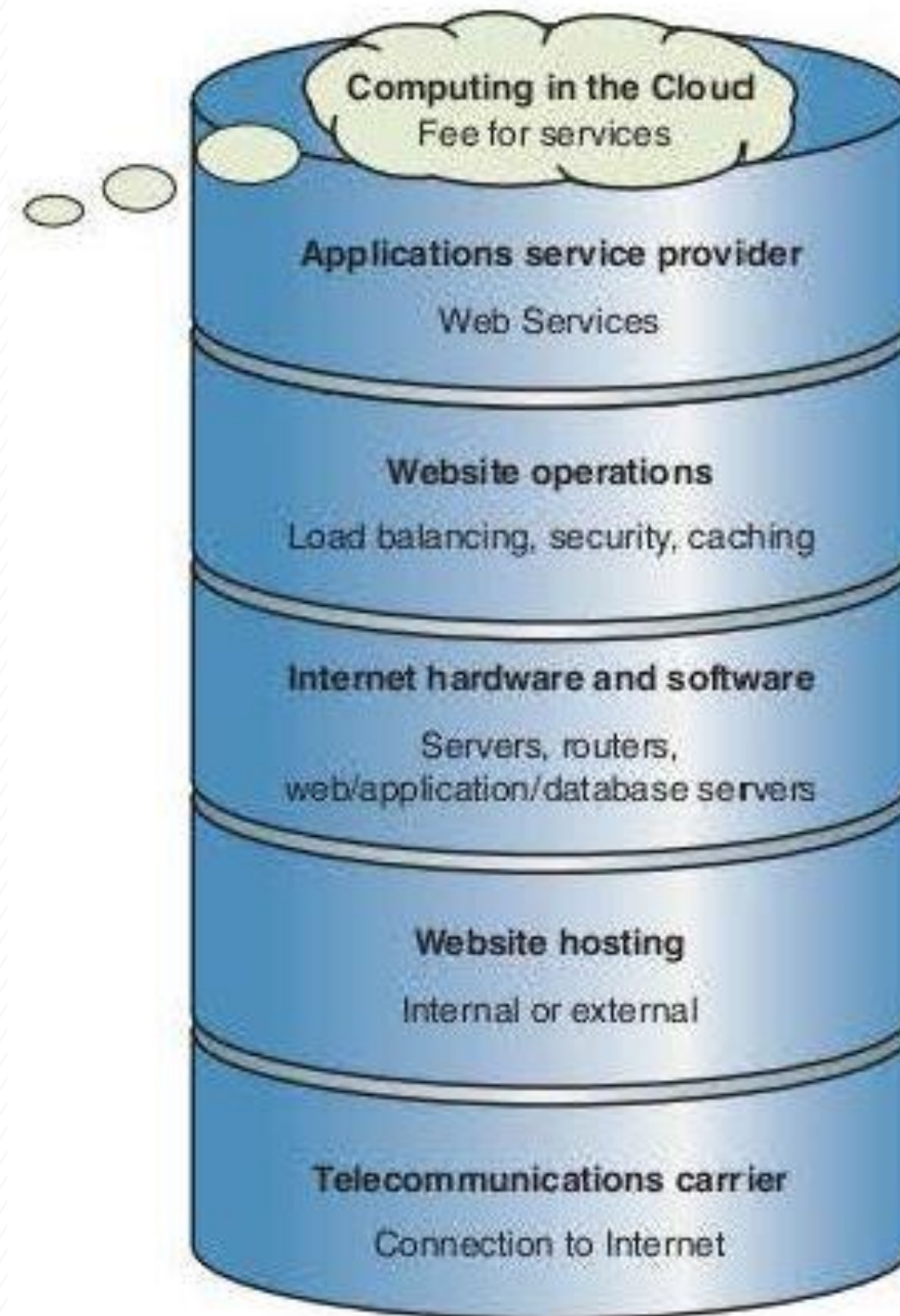


Customer acquisition is a foundation goal of all marketers. In order to grow and thrive, all businesses must attract a continuing stream of new customers. Internet marketing adds other communications channels and a variety of techniques to the customer acquisition effort.

Customer conversion is the process of persuading visitors, shoppers, or prospects to become actual customers. It requires persuading the customer who has simply made contact, say by visiting a website, to make a purchase or to persuade him to engage in a set of interactions, often beginning with subscribing to a newsletter, that will eventually result in a purchase.

Customer retention involves turning the newly found customer into a loyal one who will remain with the enterprise over an extended period of time. Marketers have learned that it is cheaper to retain customers than to acquire them, and must therefore focus some of their activities specifically on retention.

The Internet Infrastructure Stack





REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



That's all. Thank you! 😊

Any Questions?